TV COMMERCIAL REACTION SURVEY

		Yes	No
Have you seen our TV commercials?	Virginia Slims	☐	☐
	Marlboro	☐	☐

How do you rate them? Excellent ☐ Fair ☐

Good ☐ or Poor ☐

Cigarette Brand Usually Purchased? _____

How long have you smoked this brand? _____

Brand tried today - Virginia Slims ☐ Marlboro ☐

Consumer's Name _____

Address _____

City _____ State _____ Telephone _____

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Source: https://www.industrydocuments.ucsf.edu/docs/ntxk0000